

Message Text

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PAGE 01 GUADAL 00693 031759Z
ACTION ARA-14

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-08 INR-10 LAB-04
NSAE-00 PA-02 SIL-01 ICA-20 /060 W
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R 031300Z MAY 78
FM AMCONSUL GUADALAJARA
TO USDOC WASHDC
INFO SECSTATE WASHDC 4019
AMEMBASSY MEXICO
AMCONSUL MONTERREY

UNCLAS GUADALAJARA 0693

MEXICO PLS PASS THIS MSG TO USTC

E.O. 11652: N/A
TAGS: BEXP, MX
SUBJECT: BIEXPO 78 TRADE MISSION TO GUADALAJARA

BIEXPO 78 PACKAGING AND FOOD PROCESSING MACHINERY AND
EQUIPMENT TRADE MISSION TO GUADALAJARA. APRIL 20-22, 1978
AND ATTENDANCE AT BOTH RECEPTION HELD BY CONSUL GENERAL
IN TRADE MISSION'S HONOR AND EXHIBIT ITSELF, AS WELL AS
DEMONSTRATED INTEREST IN THE EVENT CAME AS A WELCOME
SURPRISE IN VIEW OF LOCAL BUSINESS COMMUNITY'S GENERAL
APATHY TO U. S. AND OTHER FOREIGN BUSINESS PROMOTION
ACTIVITIES. THE FOUR COMPANIES COMPRISING THE TRADE
MISSION, AMERICAN CAN COMPANY, PACKAGE MACHINERY COMPANY,
HARTNESS INTERNATIONAL AND PROCTOR AND SCHWARTZ, WERE ALL
HIGHLY SATISFIED WITH THE COMBINATION OF BUSINESS INTERVIEWS
SCHEDULED FOR THEM AT THE GUADALAJARA CHAMBER OF COMMERCE
AND VISITS TO LOCAL FOOD PROCESSING AND PACKAGING PLANTS.
ABSENCE OF THE WOODMAN COMPANY REPRESENTATIVE WAS NOTICEABLE
AS MANY LOCAL BUSINESSMEN HAD MADE APPOINTMENTS
TO LEARN ABOUT THIS COMPANY'S PRODUCTS BUT ALL RECEIVED
ATTENTION FROM ONE OF THE OTHER COMPANY REPRESENTATIVES
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ACCORDING TO THEIR NEEDS AND INTERESTS. AN ESTIMATED
150,000 IN SALES OVER THE NEXT TWELVE MONTHS IS
EXPECTED AS A RESULT OF THE TRADE MISSION. PREPARATION
FOR BIEXPO 78 TRADE MISSION BY CONSULATE'S COMMERCIAL
SECTION IS EXPECTED TO HAVE RESULTED IN HIGH ATTENDANCE
BY CONSULAR DISTRICT'S BUSINESS COMMUNITY AT THE APRIL
25-28 U. S. TRADE CENTER EXHIBIT AND SEMINAR SINCE MANY

BUSINESSMEN CONTACTED EXPRESSED INTEREST IN VIEWING
THE MACHINERY AND EQUIPMENT TO BE EXHIBITED (THE TRADE
MISSION TO GUADALAJARA CONSISTED ONLY OF THE COMPANY'S
REPRESENTATIVES AND THEIR RESPECTIVE CATALOGS). A COMPLETE
REPORT ON THE GUADALAJARA BIEXPO 78 TRADE MISSION IS
BEING PREPARED AND WILL BE POUCHED SEPARATELY.
BLEVINS

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NNN

Message Attributes

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TRADE MISSION TO GUADALAJARA. APRIL 20-2
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